

variance in price is a cause for concern, since the technology is still in its infancy and being branded as economically infeasible could hurt its future market standing. The reason behind this price variance seems to be the lack of public information about a benchmark price.

The radiant barriers industry faces resistance from competing insulation products such as mineral insulation. Part of this resistance occurs because competitors do not know that radiant barriers are to be used in conjunction with conventional insulation, not as a substitute.

One encouraging development has been that the State of Florida, in its new building code, has made a provision for obtaining credit toward the code requirements for installing radiant barriers. Though the extent of credit is not substantial, it provides the new technology much needed exposure and credibility. FSEC answers around 5,000-7,000 queries about radiant barriers each year. Florida is the only state to incorporate radiant barriers into its building code.

Every commercialization strategy needs to be tailored to the product's unique characteristics. In developing a strategy for radiant barriers, it is important to keep two points in mind:

- Radiant barriers are not a stand-alone product. They are intended to be used in conjunction with other insulation. This makes it harder to convince potential buyers of the additional benefits from their installation.
- Radiant barriers are an "experience" good. That is, the utility of the product can only be determined by its use and not by looking at it. This prevents buyers from verifying the energy savings claims of sellers. Hence, a credible organization (e.g., a government agency) needs to set price and performance guidelines on radiant barriers.